
HOW WEB OPTIMIZATION TOOLS WILL BE AFFECTED BY COOKIE LESS FUTURE

INTRODUCTION

In the name of consumer privacy, major browsers are phasing out third-party cookies. In January 2020, Google announced that they'll deprecate third-party cookies over the next two years. Phasing out third-party cookies means the birth of cookie less future. Cookie less describes a way of marketing in which marketers are less reliant on cookies for data that contain consumer personal identifiers.

WHAT IS WEB OPTIMIZATION TOOLS?

Website optimization tools help you collect information about how people experience your website, so you can understand what's working well and what can be improved and ultimately deliver a better experience for your visitors. These tools have been working well with the assistance of cookies.

WEB OPTIMIZATION TOOLS IN A COOKIE LESS WORLD

Cookies has been used since the birth of the internet, and it has been a great tool in the digital marketing world.

Impact of depreciation of third-party cookies:

- ❖ When cookies are erased, marketers lose access to web visitors' past data and activity. Losing past data, it means the connection will be broken between the user and its interaction on the website.
- ❖ Users are not going to be identified across visits, and every visitor is essentially a newcomer. This, in turn, will make it harder to segment users, measure new versus returning users, and build profiles.
- ❖ The A/B test will be jeopardized because the same user will be regarded as new every time the user return to the website and the same user can be shown version A and when the user enters the second time it can be shown version B, this situation will lead to a flat test or failure of the test.

According to these points stated above we can see that, phasing out third-party cookies will make it difficult for personalization. Since it will be difficult to store information of each user and its interaction on the website because every time the user return to the website is regarded as a new user. The lack of personalization in the industry will affect the number of sales for marketers.

CONCLUSION

Marketers use cookies to connect the dots between a user's behavior and deliver relevant advertising. It's easy to see why a cookie less future is scary for marketers. However according to the research, the cookie less future is not putting to an end the digital marketing world. The marketers need to find other strategies that will replace the use of third-party cookies. The cookie less future increase privacy and security which is a way to promote a better user experience and confidence for online audience and give business a higher chance for success.